

What is claimed is:

1. A support server that supports determination of a providing route of a content, provided via a communication network, from a content providing terminal that provides a content, to a content user terminal, placed in a facility where the content is to be used, comprising:
  - 5 a receiving unit that receives facility condition information, showing a condition of a facility where the content is to be used, provided by the content providing terminal and facility information provided by content user terminals, via the communication network; a storing unit that stores the facility condition information and the facility information, received by said receiving unit; and
  - 10 a providing destination selecting unit that extracts facility information that meets the condition shown by the facility condition information, from the facility information stored in said storing unit, and selects a content user terminal, placed at a facility specified by the extracted facility information, as the providing destination of the content.
2. The support server according to claim 1, wherein:
  - 5 said receiving unit receives advertising agent condition information, provided by said content providing terminal, showing a condition of an advertising agent to request advertisement of the content, and advertising agent information, provided by advertising agent terminals managed by advertising agents that advertise contents, showing advertisement ability of the advertising agents,
  - 10 said storing unit stores the advertising agent condition information and the advertising agent information, which said receiving unit received; and
  - 15 said support server further comprises an advertising agent selecting unit, which extracts advertising agent information that meets the condition shown by the advertising agent condition information, from the advertising agent information stored in the storing unit, and selects an advertising agent specified by the extracted advertising agent information, as the advertising agent to request advertisement of the content.

3. The support server according to claim 2, wherein said content is film data used for running a film.

4. A support server that supports determination of a providing route of a content, provided via a communication network, from a content providing terminal that provides a content to a content user terminal, placed in a facility where the content is to be used, comprising:

5 a receiving unit that receives content information, provided by content providing terminals and content condition information showing a condition of a content that is to be an advertising target, provided by an advertising agent terminal managed by an advertising agent that advertises a content, via the communication network;

a storing unit that stores the content information and the content condition information, received by said receiving unit; and

an advertisement target content selecting unit that extracts content information that meets the condition shown by the content condition information, from the content information stored in said storing unit, and selects a content specified by the extracted content information, as the content to be advertised by the advertising agent.

5. The support server according to claim 4, wherein:

said receiving unit receives facility condition information, provided by said advertising agent terminal, showing a condition of a facility where the advertised content is used, and facility information, provided by content user terminals;

5 said storing unit stores the facility condition information and the facility information, which said receiving unit received; and

said support server further comprises a providing destination selecting unit, which extracts facility information that meets the condition shown by the facility condition information, from the facility information stored in the storing unit, and selects a content 10 user terminal, placed at a facility specified by the extracted facility information, as the providing destination of the content that the advertising agent advertises.

6. The support server according to claim 5, wherein said content is film data used for running a film.

7. A support server that supports determination of a providing route of a content, provided via a communication network, from a content providing terminal that provides a content to a content user terminal, placed in a facility where the content is to be used, comprising:

5 a receiving unit that receives content information, provided by said content providing terminals, and content condition information, provided by said content user terminal, showing a condition of the content that is to be a target to be used in the facility, via the communication network;

a storing unit that stores the content condition information and the content 10 information, received by said receiving unit; and

a providing content selecting unit that extracts content information that meets the condition shown by the content condition information, from the content information stored in said storing unit, and selects a content specified by the extracted content information, as the content to provide to said content user terminal.

8. The support server according to claim 7, wherein:

said receiving unit receives advertising agent condition information, provided by said content user terminal, showing a condition of advertising agent to request advertisement of said content, and advertising agent information showing advertising 5 ability of advertising agents, provided by advertising agent terminals managed by the advertising agents that advertise contents;

said storing unit stores the advertising agent condition information and the advertising agent information, which said receiving unit received; and

said support server further comprises an advertising agent selecting unit, which 10 extracts advertising agent information that meets the condition shown by the advertising agent condition information, from the advertising agent information stored in the storing

unit, and selects an advertising agent specified by the extracted advertising agent information, as the advertising agent to request advertisement of the content that is to be used in said facility.

9. The support server according to claim 5, wherein said content is film data used for running a film.

10. A support method that supports determination of a providing route of a content, provided via a communication network, from a content providing terminal that provides a content to a content user terminal, placed in a facility where the content is to be used, comprising:

5 receiving the facility condition information showing a condition of the facility where the content is to be used, provided by said content providing terminal, and facility information provided by said content user terminals, via the communication network;

storing the facility condition information and the facility information received in said receiving; and

10 extracting facility information that meets the condition shown by the facility condition information, from the facility information stored in said storing, and selecting a content user terminal, placed in a facility specified by the extracted facility information, as the providing destination of the content.

11. The support method according to claim 10, wherein:  
said receiving comprises receiving advertising agent condition information, showing a condition of an advertising agent to request advertisement of said content, provided by said content providing terminal and advertising agent information showing advertising 5 ability of advertising agents, provided by advertising agent terminals managed by the advertising agents, which are to advertise contents;

said storing comprises storing the advertising agent condition information and the advertising information, received in said receiving; and

said support method further comprises extracting advertising agent information that

10 meets the condition shown by the advertising agent condition information, from the advertising agent information stored in said storing, and selecting an advertising agent specified by the extracted advertising information, as the advertising agent to request advertisement of said content.

12. A support method that supports determination of a providing route of a content, provided via a communication network, from a content providing terminal that provides a content to a content user terminal, placed in a facility where the content is to be used, comprising:

5 receiving content information provided by said content providing terminals and content condition information showing a condition of the content to be the advertising target, provided by an advertising agent terminal managed by an advertising agent that is to advertise a content;

storing the content information and the content condition information, received in  
10 said receiving; and

extracting content information that meets the condition shown by the content condition information, from the content information stored in said storing, and selecting a content specified by the extracted content information, as the content to be advertised by said advertising agent.

13. The support method according to claim 12, wherein:  
said receiving comprises receiving facility condition information showing a condition of the facility to use the content to be advertised, provided by said advertising agent terminal and facility information provided by the content terminals, which are  
5 placed in facilities where a content is to be used;

said storing comprises storing the facility condition information and the facility information received in said receiving; and

said support method further comprises extracting facility information that meets the condition shown by the facility condition information, from the facility information stored

10 in said storing, and selecting a content user terminal placed in a facility specified by the extracted facility information, as the providing destination of the content that is to be advertised by said advertising agent.

14. A support method that supports determination of a providing route of a content, provided via a communication network, from a content providing terminal that provides a content to a content user terminal, placed in a facility where the content is to be used, comprising:

5 receiving content information provided by content providing terminals and content condition information showing a condition of a content that is a target to be used in the facility, provided by said content user terminal, via said communication network;

storing the content information and the content condition information received in said receiving; and

10 extracting content information that meets the condition shown by the content condition information, from the content information stored in said storing, and selecting a content specified by the extracted content information, as the content to be provided to said content user terminal.

15. The support method according to claim 14 wherein:

said receiving comprises receiving advertising agent condition information showing a condition of an advertising agent to request advertisement of the content, provided by said content user terminal and advertising agent information showing advertisement

5 ability of advertising agents, provided by advertising agent terminals managed by the advertising agents that advertise contents;

said storing comprises storing the advertising agent condition information and the advertising agent information received in said receiving; and

10 said support method further comprises extracting advertising agent information that meets the condition shown by the advertising agent condition information, from the advertising agent information stored in said storing, and selecting an advertising agent

specified by the extracted advertising agent information, as the advertising agent to request advertisement of the content that is to be used in said facility.

16. A support program that supports determination of a providing route of a content, provided via a communication network, from a content providing terminal that provides a content to a content user terminal, placed in a facility where the content is to be used, and controls a computer to execute:

5 receiving the facility condition information that shows a condition of the facility, which said content is used, provided by said content providing terminal and content facility information provided by said content user terminals, via said communication network;

storing the facility condition information and the facility information received in  
10 said receiving; and

extracting facility information that meets the condition shown by the facility condition information, from the facility information stored in said storing, and selecting a content user terminal placed in a facility specified by the extracted facility information, as the providing destination of said content that said advertising agent advertises.

17. A support program that supports determination of a providing route of a content, provided via a communication network, from a content providing terminal that provides a content to a content user terminal, placed in a facility where the content is to be used, and controls a computer to execute:

5 receiving content information provided by said content providing terminals and content condition information showing a condition of the content to be the advertising target, provided by an advertising agent terminal managed by an advertising agent that advertises a content;

storing said content information and said content condition information received in  
10 said receiving; and

extracting content information that meets the condition shown by said content

condition information, from said content information stored in said storing, and selecting the content specified by the extracted content information, as the content that said advertising agent advertises.

18. A support program that supports determination of a providing route of a content, provided via a communication network, from a content providing terminal that provides a content to a content user terminal, placed in a facility where the content is to be used, and controls a computer to execute:

- 5 receiving content information provided by content providing terminals and content condition information showing a condition of a content that is a target to be used in the facility, provided by the content user terminal, via said communication network; storing the content information and said content condition information received in said receiving; and
- 10 extracting content information that meets the condition shown by the content condition information, from the content information stored in said storing, and selecting a content specified by the extracted content information, as the content to be provided to said content user terminal.